

Key Considerations for Creating a National Post-Rape Care Campaign

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Speed is of the essence.



As you design and launch a national campaign, there are many questions to consider to tailor messages and advocacy. Together for Girls recommends asking your team the following questions:

What organizations are delivering services, and where?

Are there national guidelines and protocols that include the care of girls and boys? Do they have consistent supplies of medication, such as antiretrovirals for HIV prevention and emergency contraception? What services are available on weekends or at night? Are clinicians trained in working with children?

Is there a national child helpline and/or gender-based violence helpline?

Are the helpline employees trained in post-rape counselling and referral? If no hotline exists, what are models for establishing one?

What are the relevant laws, policies, and official procedures related to rape and post-rape medical care, including for children and adolescents, minorities, and other vulnerable groups?

Are healthcare workers, social workers, the police, legal service providers, and the public aware of them? If not, what training programs or awareness campaigns can you put in place? Are there mandatory reporting requirements, for example requiring that the first report be to the police, which create barriers to access?

Which local organizations and networks are most critical to mobilize communities to reduce the stigma that prevents disclosure and promote services for women, girls, and boys?

How might you connect to local networks and mobilize and engage community members around post-rape care? This will be foundational to the success or failure of a campaign. Outreach to district and village stakeholders, including protection teams, local government, civil society groups (including women's, men's, and youth groups), faith-based leaders, chiefs, male allies, and others will ensure information reaches those who need to know about and access services.

What would be the most effective way to share the campaign over social media and who is listening?

When tailoring social media and awareness messages to a local context, convening focus groups to test messages may help ensure the most effective messages and recommended actions. Adapting the materials for different target audiences, such as children or low literacy populations, is recommended.

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